

Message Text

UNCLASSIFIED

PAGE 01 CAIRO 09237 151540Z

44

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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R 151513Z NOV 74

FM AMEMBASSY CAIRO

TO USDOC

AMEMBASSY BEIRUT

AMEMBASSY THE HAGUE

INFO SECSTATE WASHDC 0263

UNCLAS CAIRO 9237

E.O. 11652: N/A

TAGS: BEXP EG

SUBJECT: CAIRO COMMERCIAL PRESENCE FAIR 1975

1. THE FOLLOWING MESSAGE WAS PREPARED BY ROBERTS WHO IS RESPONSIBLE FOR LEESONA SALES IN EGYPT AND THE MIDDLE EAST.

2. FOR BEIRUT "PLEASE ADVISE AVAILABILITY OF SPACE FOR US TO EXHIBIT TEXTILE MACHINERY COMPRISING, ONE LEESONA AUTOMATIC WINDING MACHINE OF 48 SPINDLES. DIMENSIONS 11 METERS LONG BY 1.87 METERS WIDE BY 2.46 METERS HIGH, AND ONE LEESONA AUTOMATIC LOOM WINDER, APPROXIMATE DIMENSIONS ON SPECIAL DISPLAY 1 SQUARE METER, IN AMERICAN PAVILION AT CAIRO INTERNATIONAL FAIR FROM 10TH TO 31ST MARCH 1975.

UNDERSTAND COST OF SINGLE BOOTH WITH DIMENSIONS 3 METERS BY 5 METERS EQUALS DOLLARS 2,000. WE WOULD REQUIRE 3 BOOTHS TO ACCOMMODATE MACHINERY 11 METERS LONG.

LEESONA ALREADY MAKING SIGNIFICANT PENETRATION OF EGYPTIAN MARKET WITH LOOM WINDER. GENERAL ORGANIZATION CAIRO TOGETHER WITH EGYPTIAN ORGANIZATION FOR SPINNING AND WEAVING STRONGLY RECOMMEND PARTICIPATION TO FURTHER PENETRATE THIS EXPANDING MARKET.

UNDERSTAND TOTAL COST 3 BOOTHS EQUALS DOLLARS 6,000 INCLUDING ALL STAND FITTING AND SUPERVISION FOR PLACING MACHINERY AND THAT APPLICATIONS FOR SPACE CLOSE AT END NOVEMBER.

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PLEASE RESPOND MY OFFICE HEYWOOD (ENGLAND) TELEX 63177."

3. FOR USDOC PLEASE PASS COPY OF THIS MESSAGE TO EITHER MR. TURNER OR MR. LAWSON, LEESONA CORPORATION WARWICK, RHODE ISLAND, TELEX NO. 0927722 WARWICK (USA).

4. FOR THE HAGUE PLEASE PASS THIS MESSAGE TO MR. CLANTON LEESONA AMSTELVEEN, TELEX NO. AMSTELVEEN (HOLLAND) 15029. EILTS

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NNN

Message Attributes

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